STATE OF ARIZONA
EXECUTIVE OFFICE
JANET NAPOLITANO
GOVERNOR
WWW.AZGOVERNOR.GOV

NEWS RELEASE
FOR MORE INFORMATION
CONTACT:
PRESS OFFICE
(602) 542-1342

FOR IMMEDIATE RELEASE
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GOVERNOR NAPOLITANO LAUNCHES 'JUST IN CASE ARIZONA' EMERGENCY PREPAREDNESS CAMPAIGN

PHOENIX - Governor Janet Napolitano unveiled a new campaign today to help Arizona residents take steps to prepare for all types of emergencies at home, school and work. "Just in Case Arizona," a statewide emergency preparedness campaign sponsored by the Arizona Department of Health Services, is part of a continuous effort to ensure that Arizonans are prepared to respond to emergencies. "Arizona is at the forefront of emergency preparedness efforts," Governor Napolitano said. "'Just in Case Arizona' is the next step in our commitment to ensuring the safety and well being of all Arizonans."

During September's National Preparedness Month, the Governor is urging all Arizona families to take time to develop a plan to deal with an emergency situation – large or small – and figure out what to do if family members become separated and what supplies they would need in case of an emergency. This campaign provides simple steps that families can take to prepare themselves for an emergency situation, and offers tips for developing plans for home, school and work. Residents can now find a wealth of information, including checklists and family plans, through the "Just in Case Arizona" Website, found at www.az211.gov.

The campaign's goal is to educate Arizonans about the importance of emergency preparedness and encourage residents to take action. The Arizona Department of Health Services is working with local public health agencies, schools, community groups, and businesses across the state to raise awareness to ensure we are all better prepared for an emergency. Community business partnership support and grassroots marketing will be used to build awareness of the campaign and encourage Arizonans to take action and be prepared.

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